



Getting the Word Out

📖 Books

McGee, J., McGee & Evers Consulting, Inc. *Writing and Designing Print Materials for Beneficiaries: A Guide for State Medicaid Agencies*. Health Care Financing Administration, DHHS, 1999. Publication Number 10145.

WIC at the Crossroads: The Texas WIC Marketing Study. Best Start, Inc. Distributed by the Texas Department of Health. 1994

*NAL Call No.: HV699.3 T4W53

📖 Internet Resources

MCH Program Interchange: Focus on Outreach. Maternal and Child Health Library. 1999. 28 pp. Order print copies from the HRSA Information Center.

Web site: <http://www.mchlibrary.info/>

Reaching Our Children: A Compendium of Outreach Models. Health Resources and Services Administration. Centers for Medicare & Medicaid Services.

Web site: <http://www.cms.hhs.gov/schip/outreach/examples.asp>

WIC Outreach Settings, WIC Learning Center

WIC Works Resource System

Website: http://www.nal.usda.gov/wicworks/Learning_Center/Outreach_settings.html

Description: This site contains links to various related topics.

WIC Works Sharing Center

WIC Works Resource System

Web site: http://www.nal.usda.gov/wicworks/Sharing_Center

Description: The WIC Works Sharing Center contains materials developed by the state WIC agencies.

📺 Videos

Lily Talks About WIC

United Learning

Evanston, IL: AGC/United Learning, 2001.

Email for more information: info@agcunited.com

*NAL CALL NO.: [Videocassette no. 3078](#)

* Note: For the National Agricultural Library's (NAL) Lending Procedures see <http://www.nal.usda.gov/fnic/general/lending.html>